

Coming: *Reader's Digest* December 1968 Action to Reduce Cigarette Smoking?

If the Public Health Service and the Federal Trade Commission get their way this coming year, the cigarette industry's advertising and manufacturing practices may undergo significant reform. But the battle can be won only if public opinion provides real support

By LOIS MATTOX MILLER AND JAMES MONAHAN

A SERIES of developments over the past two years forecasts tighter government control of cigarette advertising, and perhaps the marketing of less harmful cigarettes. Hopeful health officials—and frightened cigarette makers—see these measures “closing the ring” around the nation's smoking and health problem:

- A sterner warning notice of the hazards to health in all cigarette advertising, whether printed, televised, or on cigarette packages.
- Disclosure of the cigarette's tar and nicotine content on the package label and in all advertisements.
- Specification of the maximum

tar and nicotine a cigarette may lawfully deliver and still call itself a filter cigarette.

- Partial or total blackout of cigarette commercials on TV to protect the health of children.

- Manufacture and promotion of less harmful (low tar, low nicotine) cigarettes with improved filter tips.

The keynote of this shift from argument to action was sounded by the Surgeon General of the U.S. Public Health Service, Dr. William H. Stewart, when he told the World Conference on Smoking and Health in September 1967: “*The proposition that cigarette smoking is hazardous to human health is no longer contro-*